IN THE CLAIMS:

Please amend the claims as follows:

1. (original)   A system for browsing products using competitor information, the system comprising:

a product database including first data representing a product, including second data representing a competing product, and including third data representing an association between said product and said competing product, said product database stored on a computer readable medium;

a dynamic page file for generating an electronic store page, said dynamic page file including instructions to use said second data as a query parameter to obtain said first data from said product database, said first data included in said electronic store page, said dynamic page file stored on said computer readable medium; and

a product information server responsive to a customer request for said electronic store page to access said dynamic page file, to process said instructions and to provide said electronic store page to said customer, said product information server running on a computer operably connected to said computer readable medium.

2. (original)   The system as described in Claim 1, wherein said product database includes data representing an association between a manufacturer and said second data, said system further comprising:

a second dynamic page file for generating a second electronic store page, said dynamic page file including second instructions to use information identifying a manufacturer as a query parameter to obtain said second data from said product database, said second data included in said second electronic store page, said second dynamic page file stored on said computer readable medium.

3. (original)   The system as described in Claim 2, wherein said product information server responds to a customer request for said second electronic store page by accessing said second dynamic page file, by processing said second instructions, and by providing said second electronic store page to said customer.

4. (original)   The system as described in Claim 1 further comprising:

an electronic store page having a hyperlink responsive to a customer selection of said hyperlink to generate said request.

5. (original)   The system as described in Claim 4 further comprising:

a customer browser which transmits said second data to said page server upon said selection of said hyperlink.

6. (original)   The system as described in Claim 5, wherein said product database includes product cost information related to said product, further comprising:

a cost savings form on said electronic store page, said cost savings form receiving competing cost information about said competing product, said customer browser transmitting said cost information to said page server; and

second instructions in said dynamic page file for comparing said competing cost information and said product cost information to calculate cost savings information, said product information server providing said savings information to said customer.

7. (original)   A method for locating information about a product using information about a corresponding product, said method comprising the steps of:

transmitting with a page server at least one corresponding product hyperlink to a customer browser, said at least one corresponding product hyperlink operatively associated with a corresponding product identifier representing a corresponding product and operatively associated with a page file identifier representing a corresponding product page file;

receiving with said customer browser said corresponding product hyperlink;

displaying with said customer browser information identifying a product, a portion of said displayed information selectable to activate said corresponding product hyperlink; and

responding to a selection of said portion by transmitting to said page server a request for said corresponding product page file and by transmitting to said page server said product identifier.

8. (original)   The method as described in Claim 7, comprising the further steps of:

receiving with said page server said request for said corresponding product page file and said identifier;

processing instructions in said page file to use said identifier to obtain data representing a corresponding product; and

transmitting with said page server to a customer browser said data representing said corresponding product.

9. (original)   The method as described in Claim 8, comprising the further steps of:

transmitting with said page server at least one manufacturer hyperlink to a customer browser, said at least one manufacturer hyperlink operatively associated with a manufacturer identifier representing a manufacturer and operatively associated with a second page file identifier representing a manufacturer product list page file;

receiving with said customer browser said manufacturer hyperlink;

displaying with said customer browser second information identifying said manufacturer, a portion of said displayed second information selectable to activate said manufacturer hyperlink; and

responding to a selection of said portion of said second information by transmitting to said page server a request for said manufacturer product list page file and by transmitting to said page server said manufacturer identifier.

10. (original) The method as described in Claim 9, comprising the further steps of:

receiving with said page server said request for said manufacturer product list page file and said manufacturer identifier;

processing second instructions in said manufacturer product list page file to use said manufacturer identifier to obtain data representing products of said manufacturer; and

transmitting with said page server to a customer browser said data representing said products of said manufacturer.

11. (original) An e-store dynamic page file comprising:

static content including content identification tags which may be interpreted to format said content;

script components including:

connection instructions to establish a connection to a product database;

query instructions to query said product database using a search key provided to said query instructions as a parameter, and to thereby obtain a

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recordset including at least one record, each of said at least one records including information about competing products; and

hyperlink creation instructions to create a hyperlink for each of said at least one records, each hyperlink referencing a corresponding product page file for transmitting information about a corresponding product, each hyperlink including an identifier representing a corresponding product.

12. (original) The e-store dynamic page file as described in Claim 11 further comprising:

a cost savings form including at least one text entry field for accepting competing cost information related to the cost of said competing products and including a cost savings hyperlink, the cost savings hyperlink referencing a corresponding product page file for transmitting information about a difference in cost between said products and said competing products, the cost savings hyperlink including an identifier representing a corresponding product and at least one cost identifier representing said competing cost information.

13. (original) The e-store dynamic page file as described in Claim 12 wherein said script components further include:

form placement instructions for generating said cost savings form once for each of said at least one records.

14. (original) A system for locating information about products, said system comprising:

associating means for storing an association between a product and a corresponding product;

requesting means responsive to an identification of said product to request information about said corresponding product;

query means for using said identification of said product to access said associating means and to thereby obtain said information about said corresponding product;

information assembly means responsive to said request to invoke said query means and to format said information about said corresponding product; and

transmitting means for presenting to a customer said formatted information about said corresponding product.

15. (previously added)   A product browsing system comprising:

a server computer having a network connection;

a product database including first data representing a product, including second data representing a competing product, and including third data representing an association between said product and said competing product, said product database residing on a computer readable medium of the server computer; and

a dynamic page file for generating an electronic store page, said dynamic page file including instructions to use said second data as a query parameter to obtain said first data from said product database, said first data included in said electronic store page, said electronic store page transmitted via said network connection.

16. (amended)   A method for retrieving information about a product using information about another product, said method comprising:

a step for storing information on a first set of products;

a step for storing information on a second set of products;

a step for storing an association between the first set of products and the second set of products said association representing product equivalency;

a step for establishing communication between a client computer and a server computer;

a step for transmitting a product identifier ~~from the first set of products~~ to the server computer, the product identifier representing a first product, the first product in the first set of products; and

a step for receiving, in response to the step for transmitting, competing product information describing a second product, the second product in the second set of products ~~a competing product identifier from the second set of products~~.

Please add the following claims:

17. (new)   A computer readable medium storing instructions which, when processed by a computer, perform the method as described in Claim 7.

18. (new)   A computer readable medium storing the e-store dynamic page file as described in Claim 11.

19. (new)   A competitor product hyperlink comprising:

competitor product identification information displayable on a computer screen, the competitor product identification information identifying a competing product;

a page file identifier identifying a corresponding product page file, the corresponding product page file including information that describes a second product that corresponds to and competes with the competing product; and

a product identifier identifying the second product.

20. (new)   A computer readable medium storing a competitor product hyperlink as described in Claim 19.

21. (new)   A computer readable medium storing instructions which, when processed by a computer, access the competitor product hyperlink as described in Claim 19 and display on a computer display the competitor product identification information.

22. (new)   A method for obtaining information about a product using a competitor product hyperlink, the method comprising:

associating competitor product identification information as a displayable component of a competitor product hyperlink, the competitor product identification information displayable on a computer screen to identify a first product;

associating a product page file identifier as a parameter of the competitor product hyperlink, the product page file including information that describes a second product that corresponds to and competes with the first product;

displaying the competitor product identification information on a computer screen;

selecting at least a portion of the displayed competitor product identification information; and

responding to the selection by issuing a request for the product page file.

23. (new)   A computer readable medium storing instructions which, when processed by a computer, perform the method as described in Claim 22.

24. (new)   A method for obtaining information about a product using a competitor product hyperlink, the method comprising:

associating competitor product identification information as a displayable component of a competitor product hyperlink, the competitor product identification information displayable on a computer screen to identify a first product;

associating a product identifier as a parameter of the competitor product hyperlink, the product identifier identifying a second product that corresponds to and competes with the first product;

displaying the competitor product identification information on a computer screen;

selecting at least a portion of the displayed competitor product identification information; and

responding to the selection by automatically using the product identifier to request information about the second product.

25. (new)   A computer readable medium storing instructions which, when processed by a computer, perform the method as described in Claim 24.